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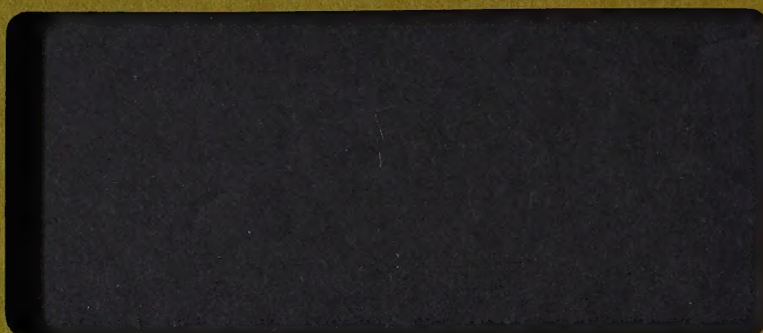
SCENIC HIGHWAYS ELEMENT

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SCENIC HIGHWAYS ELEMENT

CITY OF OCEANSIDE, CALIFORNIA

*City planning
Highways*

Oceanside
"

Prepared by:

Planning Department
City of Oceanside
November, 1974

Adopted by:

City Council
Resolution 75-2
January 8, 1975

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Oceanside, California 92054
November, 1974

Honorable Mayor and City Council
Chairman and Members of the
Planning Commission
Chairman and Members of the
Parks and Recreation Commission

SUBJECT: Letter of transmittal - Scenic Highways Element

Under the direction given to the City of Oceanside by the State of California and Government Code Section 65302 (h) which states that all cities and counties are mandated to adopt a Scenic Highways Element to the General Plan, the Planning Staff is pleased to submit for your approval the Scenic Highways Element to the General Plan of the City of Oceanside.

Routes chosen for designation as scenic highways and scenic drive were selected by a committee consisting of three Planning Commissioners, one representative of the Parks and Recreation Commission, and one member of the Planning Staff. The Committee studied areas in the City that have scenic values and selected a route which they felt would best serve as a scenic drive in that it would provide a pleasant and relaxing route through the City such that the traveler may enjoy the unique aesthetic, historical and recreational areas that Oceanside has to offer.

This Element to the General Plan defines the State criteria for a scenic highway, describes the scenic features found in the City of Oceanside, sets goals, policies and objectives for scenic highways, makes recommendations for scenic highway routes and land use controls along scenic highways and suggests a method of implementing scenic highways in Oceanside.

As a result of this element, we hope that the City is able to establish a scenic route that will enhance the unique features of our community.

Respectfully submitted
Robert F. Gentles
ROBERT F. GENTLES
Interim Planning Director

RFG:CKE:pc



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INTRODUCTION

CHAPTER 1

INTRODUCTION

Citizens and governments are recognizing the importance of preserving the environment and have been adopting programs and laws to protect it. The first method used to insure this protection was the requirement for a Conservation Element to the General Plan. Mandated by State Law since 1973, the purpose of this Element is to conserve, utilize, and develop the natural resources within the City. Certain areas in Oceanside have natural qualities which should be protected from the intrusion of urban development. These areas include the Buena Vista Lagoon, San Luis Rey River and its flood plain, the beaches, and several smaller areas which are utilized for recreational purposes. Another method of protecting the environment is the Open Space Element, also required since 1973, which establishes open areas, recreational as well as visual, throughout the City. A third method used to insure environmental quality is the Environmental Impact Report, which is required for any development to determine if the project will have an adverse impact upon the environment. If it is found that a development will have an adverse impact, a revised plan, showing mitigating measures, may be requested. A fourth method, mandated by State Law, is the adoption of a Scenic Highways Element to the General Plan. This Element is to recognize the aesthetic qualities of the environment and to provide for their visibility from the road.

The objective of this Element is to select a scenic highway leading to visual, recreational, historical and cultural areas in the City. This highway should maintain the aesthetic qualities of an area to all who travel the route and should set policies to insure that these qualities are enhanced and protected. This Element is to identify a scenic route, create a method of implementing the route, and recommending controls the City may wish to use to protect the aesthetic features along the route.

STATE LAW

The City is directed to prepare a Scenic Highways Element to the General Plan under Government Code Section 65302 (h) which reads:

The plan shall include a "scenic" highway element for the development, establishment, and protection of scenic highways pursuant to the provisions of Article 2.5 (commencing with Section 260) of Chapter 2 of the Division of the Streets and Highways Code.

The intent of this Element is to serve as the local planning necessary to establish an official or unofficial scenic highway. Official scenic highways will be designated on the State Scenic Highways Plan after the local jurisdictions have prepared, adopted, and submitted their Scenic Highways Plan.

SCENIC ROUTES

Various types of scenic highways are found throughout a scenic highways system. Each has its own criteria determining the type of scenic highway it will be. Under the California State Guide for the Official Designation of Eligible Scenic Highways, a definition of a Scenic Corridor and a Designated Rural and Urban Scenic Highway is made. As a rule, local jurisdictions need not prescribe to these definitions but rather should describe the different types of routes proposed for its system.

As defined by the "State Guide", the Scenic Corridor is the visible land outside the highway right-of-way and generally described as "the-view-from-the-road." An Official State Scenic Highway is a highway passing through a scenic corridor which is designated by the Scenic Highways Advisory Committee after the approval of an application submitted by the local jurisdictions. This route must be on the list

of eligible highways found in Section 236 of the Streets and Highways Code. A Rural Designated Scenic Highway traverses an identified scenic corridor within which natural scenic resources and aesthetic values are protected and enhanced. In contrast, an Urban Designated Scenic Highway traverses a visual corridor which offers unhindered views of attractive urban scenes. Each type of scenic highway requires controls to maintain the route's scenic qualities. All officially designated scenic highways, whether urban or rural, must meet the State's requirements. Local jurisdictions through the preparation of a General Plan Element for Scenic Highways may establish its own criteria for the selection of unofficial scenic routes. It is the recommendation of the Scenic Highways Element that the City study the possibility of establishing State Highway 76 as a State Scenic Highway upon its construction. In addition, it is recommended that the City designate a scenic drive through the City to include the features associated with rural and urban scenic routes. This route should be a pleasant drive through rural and attractive urban areas providing turnouts for panoramic scenic views and enjoyment of aesthetic features. To protect this route, some controls may be necessary.

CRITERIA - WHAT CONSTITUTES A SCENIC HIGHWAY

A Scenic Highways Element must be prepared to qualify any route through a City as an Official State designated Scenic Highway. Once a route is chosen for scenic highway designation, it must meet the State Scenic Highway criteria, which is based on the State Guidelines, and to become an officially designated route, the scenic corridor must also have met this criteria. Many features must be taken into account when delineating a scenic corridor. They include such aspects as the duration of vision, topography, vegetation, structures, natural and man-made features, ecological areas, visual impact, corridor protection and legal boundaries.

Scenic Highways should be continuous routes through areas of visual quality without interruption to the corridor. If a unique

land form is within a scenic corridor, the entire visible area of the unique land form should be in the corridor. Vegetation and structures are not a controlling factor in corridor delineation as they can be removed by land use change, fire, removal, or demolition to enhance vistas. All types of landscape, wild, cultivated, or urban which have scenic value should also be included in the scenic corridor as well as ecological areas which protect flora and fauna. Encroachment upon these areas should be avoided. The visual impact of a feature or an area may be evaluated in terms of its uniqueness, size, form, color, or other characteristics in relation to its distance from the road and the duration of the visual experience. This methodology is important to the identification of a scenic corridor.

Once a corridor is identified, methods should be established to protect the corridor through land use controls. Certain areas such as land zoned for open space, parks, ecological areas and low-density residential development, may influence the boundaries of the corridor. The boundaries of the corridor should coincide with property lines, zoning districts, or City limits but may, due to non-controlling factors, be a constant line, arbitrarily selected to establish the corridor boundaries.

There are streets within Oceanside which have scenic values and will be identified in this Element. It has been found that Oceanside is limited in routes that meet State requirements for scenic highways, so the criteria established by the State Guidelines will not be used extensively but rather as a guide for creation of our own routes.

SCENIC HIGHWAY

The intent of the requirement mandating a Scenic Highway Element to the General Plan is to identify potential highways for designation as an Official State Scenic Route. Such factors as consistency of existing land uses to the General Plan, regulation of building heights, setbacks, screening of unsightly land uses, sign control, undergrounding or relocation of utilities, preservation of water bodies and native vegetation, maintenance of structures and landscaping, and the regulation of site planning and architectural and landscape design must

be evaluated and controlled to meet the State's guidelines. Other scenic drives may be identified by this Element where the need for the strict controls of the State may be relaxed, thus giving the community the option of having its own scenic highways.

CHAPTER 2

SCENIC FEATURES

The layout of the map is designed to show the general features of the area. The map is divided into sections by lines of latitude and longitude. The map is oriented with North at the top. The map is a general reference map and is not intended for navigation.

INDEX

This index is a list of the names of the places and features shown on the map. The index is arranged in alphabetical order. The index is a general reference index and is not intended for navigation.

The map is a general reference map and is not intended for navigation. The map is a general reference map and is not intended for navigation.

CHAPTER 2

SCENIC FEATURES

The intent of the Scenic Highways Element is to provide visual routes of travel between Historic, Recreational, Conservation and Visual areas. These areas are identified as vital assets to the City as they create its unique environment. The importance of these areas must be recognized and protected if the Scenic Highways Element is to be implemented.

HISTORIC

Mission San Luis Rey

Over two hundred years ago, the Spanish government through the Catholic Church created a system of Missions from Baja California to San Francisco. These Missions were to spread the teaching of the church, christianize the natives, teach them farming and educate them in the ways of Spain and to protect Spain's northern holdings. Great power was associated with the Mission system in the beginning; however, the Missions experienced a decline in 1834 when secularization came. Upon California's becoming part of the United States, the Mission's influence was broken, and their buildings began to crumble. It is only recently that local citizens, as well as the State, and in most cases the church, have undertaken efforts to restore these earliest settlements to California.

Oceanside's Mission San Luis Rey, located northeast of the intersection of State Highway 76 and El Camino Real is known as the "King of the Missions." The Mission has been extensively restored accurately presenting the old life. Featured are an octagonal mortuary, museum, parish chapel, a rare dome, a sunken garden and laundry area, and a sacred garden in which the first Pepper Tree brought to California exists.

The Mission San Luis Rey displays the architectural style which has become significant throughout California. So strong is the architectural influence that it is not uncommon to see the red tile roofs of the Missions on many modern buildings.

Ulloa's Grave

Francisco de Ulloa, a Spanish explorer, is believed to be the true discoverer of California, instead of Juan Rodriquez Cabrillo. A grave site, discovered on the Zahniser Ranch, has indicated that Ulloa came to the Mouth of the San Luis Rey River in 1540, two years before Cabrillo discovered the San Diego Bay.

Studies indicate that he left his ship Trinidad and traveled up the shores of a fresh water lake that covered the floor of the San Luis Rey Valley. Here he traded with the Indians, contracted a fatal form of dysentery, and soon died. He was buried on the Zahniser property where the grave was discovered in 1957. The Master Plan for the Zahniser Ranch recognizes the site and as the property develops, access will be provided to the grave.

Guaajome Regional Park

Guaajome Park, located on both sides of Mission Avenue and on the east and west side of North Santa Fe Drive, will be developed by San Diego County as a Regional Park. A major reason for the selection of this site is the Guaajome Rancho, one of the first and largest Mexican land grants in this area. The adobe located within the City of Vista is to be fully restored to present the living conditions of the first settlers to the region. The park, containing about 500 acres, will be a major attraction to the area.

RECREATION AND CONSERVATION

Along with Guaajome Regional Park are the three golf courses and many local parks in Oceanside. The parks system, developed throughout the City, provides active and passive recreational areas and maintains desirable open space for the enjoyment of Oceanside's population.

A public 18-hole championship golf course located in the San Luis Rey Valley is being constructed by the City to become an outstanding recreation area offering golf, tennis and other outdoor activities. Oceanside's greatest feature is the 750-slip yacht harbor located just north of the mouth of the San Luis Rey River. Activities in the Harbor range from boating and sportfishing, to dining and specialty shopping.

The unique natural resource areas in Oceanside include the Buena Vista Lagoon, the mouth of the San Luis Rey River, and the Pacific shoreline. The Buena Vista Lagoon has been protected as a place for migrating birds through the efforts of local groups and the State's acquisition of part of the lagoon as a wildlife refuge. The mouth of the San Luis Rey River, including a small man-made lagoon, should be preserved as much as possible when the proposed flood channel is completed. The coastline between the San Luis Rey River and the Buena Vista Lagoon is both publicly and privately owned beach. This area, accessible by Interstate 5, Harbor Drive, and Pacific Street, is used by thousands of people every year and offers some of Oceanside's most unique urban features.

VISUAL

Many of the streets within Oceanside offer pleasant drives and scenic views of many other areas. Fire Mountain features views of the Pacific Ocean and the Buena Vista Lagoon. Mesa Drive offers views of the San Luis Rey Valley, and along Pacific Street there is an almost unobstructed view of the Pacific Ocean from Harbor Drive to Wisconsin Street. These streets could and should be considered as routes for scenic drives and should, where possible, provide turnouts for uninterrupted viewing. Visual character is a major point in scenic highway determination. Without visual quality, the concept of scenic highways would not exist. Thus, it is important that visual areas be kept and enhanced for future citizens and visitors to enjoy.

SPHERE OF INFLUENCE

It is important to mention those areas recognized as being within Oceanside's Sphere of Influence. Generally located easterly of the City limits, including San Luis Rey Downs, this area has the potential for annexation. The roads through the area traverse canyons, vineyards, and groves with the major portion of the land remaining undeveloped. When annexation occurs, the area will surely become ready for development. Therefore, if this area is to be annexed, the existing roads should be considered as future scenic routes for inclusion in the Scenic Highways system.

CHAPTER 3

GOALS, POLICIES, OBJECTIVES

The intent of the Scenic Highways Element to the General Plan of Oceanside is to meet the requirements of the State and to plan routes through the City that will enhance the City's environment. Scenic, historical, and recreational areas have been recognized as valuable assets to the City. In order to enhance these features, the following Goals, Policies, and Objectives are recommended for adoption:

- GOALS:
- * The establishment of Freeway 76 as a State Scenic Highway upon its construction and the consideration of Interstate 5 for Scenic Highway designation if adjacent jurisdictions make a similar recommendation.
 - * The creation of a Scenic Drive through the City leading from the Harbor and beach area to the Mission San Luis Rey and continuing as a loop through Guajome Regional Park, past Bonsall Bridge, returning to the Mission through Morro Hills.
- POLICIES:
- * To coordinate the Scenic Highways Element with the Open Space, Recreation, Circulation, Bicycle Route, and Land Use Elements to the General Plan.
 - * To seek support from local organizations to sponsor a scenic drive throughout the City to be indicated by scenic drive signs, maps, and kiosks.
 - * To seek funds from all levels of government to support Scenic Highways.
 - * To implement existing ordinances and to create new ordinances necessary to establish, protect, and maintain scenic corridors within the City of Oceanside.

OBJECTIVES: * To adopt and implement the Scenic Highways Element by 1976 as part of the City's Bicentennial ceremonies.

* To identify, enhance, and protect the scenic highways within the City by developing programs and implementation measures.

* Establish a scenic highways system that will help to promote the "visitor industry" in Oceanside by providing routes to scenic, recreational, cultural and historical areas of the City.

CHAPTER 4

RECOMMENDATIONS

Interstate 5 and Highway 76

It is a goal of the City of Oceanside to establish a scenic highway route along Freeway 76 upon its completion and to consider Interstate 5 for Scenic Highways status if the County of San Diego and the City of Carlsbad agree to make the route a State Scenic Highway (see Map 1).

Each route has the potential to become a designated State Scenic Highway and now appears on the California Master Plan of State Highways.

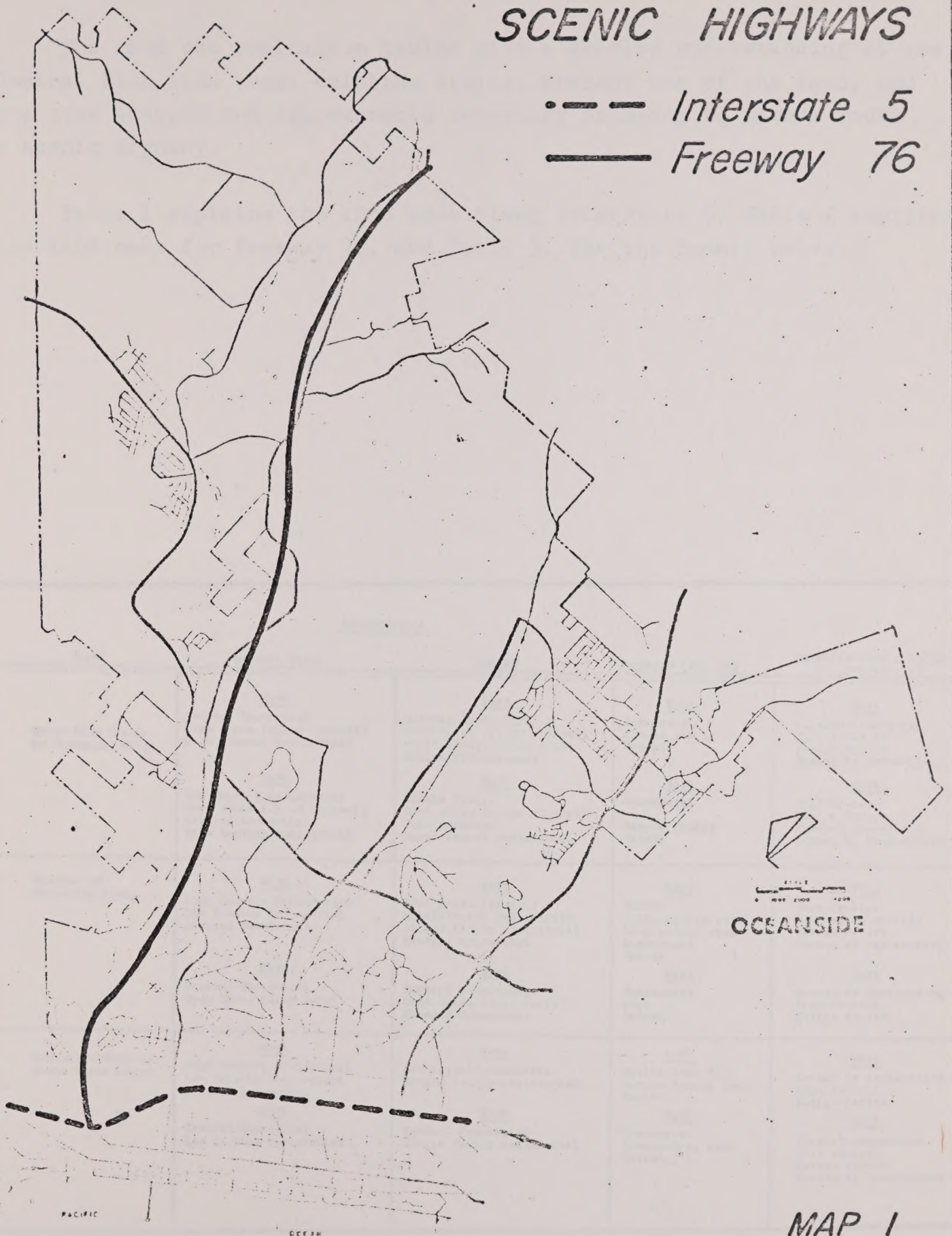
Though Interstate 5 could become an Official State Scenic Highway, it is not likely at this time because of the strict regulations that must be imposed on land uses to meet the State's criteria (See Table 1). The main problem lies in signs and their control, for only a limited number of signs will be allowed along a State Scenic Highway. Presently along Interstate 5 there are too many signs and of such poor quality that the establishment of this road as a scenic highway would be difficult.

Interstate 5 passes through Camp Pendleton to the north which is part of San Diego County, and through the City of Carlsbad to the South. The County has determined that Interstate 5 has a potential to be a scenic highway and are showing it as a lower priority route in their Scenic Highways Plan. On the other hand, Carlsbad is not considering Interstate 5 for scenic highway designation. It is, therefore, concluded that unless both the County and Carlsbad agree to jointly establish Interstate 5 as a State Scenic Highway, Oceanside should not designate its portion for State Scenic Highway status.

The future freeway 76, which is in the twenty-year Master Plan for State Highways, has more potential as a State-designated Scenic Highway than does Interstate 5. The highway is not yet constructed and cannot become an official scenic highway until it is. However,

SCENIC HIGHWAYS

--- Interstate 5
— Freeway 76



MAP 1

The land use evaluation tables give a precise understanding of the General Plan land uses, existing zoning, present use of the land, and the zone changes and improvements necessary in order to make a route a scenic highway.

Table 1 explains the land uses along Interstate 5; Table 2 explains the land uses for Freeway 76, and Table 3, for the Scenic Drive.

<u>INTERSTATE 5</u>				
FROM	GENERAL PLAN	ZONING	PRESENT LAND USE	PROPOSED ZONE CHANGES OR IMPROVEMENTS
North City Limits to Oceanside Blvd.	<u>West</u> General Commercial Open Space (flood channel) High Density Residential	<u>West</u> General Commercial Open Space (flood channel) Multi-family Residential Office Professional	<u>West</u> Commercial Single Family Vacant	<u>West</u> Planned Commercial Sign controls Design Review Screen by landscaping
	<u>East</u> Low Density Residential Open Space (flood channel) General Commercial High Density Residential	<u>East</u> Single Family Open Space (flood channel) Manufacturing Multi-family residential	<u>East</u> Commercial Single family Vacant	<u>East</u> Sign Control Design Review Planned Commercial Screen by landscaping
Mission to Oceanside Blvd.	<u>West</u> High Density Residential Low Density Residential General Commercial	<u>West</u> Open Space (School) Multi-family residential Single family residential General Commercial	<u>West</u> School Multi-family res. Single-fam. res. Commercial Vacant	<u>West</u> Sign Control Planned Commercial Design Review Screen by landscaping
	<u>East</u> General Commercial Open Space (City Park)	<u>East</u> General Commercial Open Space (City Park) Planned Commercial	<u>East</u> Commercial Park Vacant	<u>East</u> Screen by landscaping Sign Control Design Review
Oceanside Blvd. to Buena Vista Lagoon	<u>West</u> High Density Residential Low Density Residential General Commercial	<u>West</u> Commercial/Industrial Single family residential	<u>West</u> Mobile Home Park Single family Res. Vacant	<u>West</u> Screen by landscaping Sign Control Design Review
	<u>East</u> General Commercial Low Density Residential	<u>East</u> General Commercial Single family residential	<u>East</u> Commercial Single-fam. Res. Vacant	<u>East</u> Planned Commercial Sign Control Design Review Screen by landscaping

now is the time to consider this freeway as a scenic route. Along a scenic corridor, land uses should be regulated to enhance the aesthetic qualities of an area (See Table 2). If action to protect the areas along the future route is taken now, it will assure that when Highway 76 is constructed, it will meet the standards for official designation.

Scenic Drive

The second stated Goal of the Scenic Highways Element is to create a Scenic Drive through the City leading from the Harbor and Beach area to the Mission San Luis Rey and continuing as a loop through Guajome Regional Park, past Bonsall Bridge, returning to the Mission through Morro Hills. This route will allow the traveler to experience the scenic, historic, and recreational areas of the City. The Scenic Drive will incorporate together the features of an Urban and Rural Route. This route should be well marked by identifying directional signs and will take the visitor to Oceanside to those areas of interest.

The Scenic Drive (See Map 2) is to originate at the Oceanside Harbor. Here a kiosk should be located showing the route, distributing maps and describing the scenic attributes of Oceanside. The route leaves the harbor area following Pacific Street taking the traveler past the Harbor and beach facilities through the strongest aesthetically pleasing areas of the City. The route continues along Pacific Street for its entire length, turning east briefly onto Eaton Street. It is along Eaton Street where the traveler catches a glimpse of St. Malo Beach, a unique private community, and the Buena Vista Lagoon. Due to the barrier created by the railroad, the route travels north on Myers, crosses the railroad on Cassidy Street, then returns south on Broadway. The railroad has a large right-of-way through this area, where during winter months the wild grasses combined with the matured trees offer a pleasant, relaxing drive. The scenic drive continues easterly on Vista Way over Interstate 5 to Jefferson Street. Views of the Buena Vista Lagoon and Hosp Groves occupy the middle ground and

FREEWAY 76

LOCATION

GENERAL PLAN

PRESENT ZONE

PRESENT LAND USES

PROPOSED ZONE CHANGES
OR IMPROVEMENTS

From I-5 to Airport	<u>North</u> Open space <u>South</u> General commercial Low density res. Open space	<u>North</u> Resid.-Agricultural <u>South</u> Medium Density Res. Recreation-Tourist Manufacturing Resid.-Agricultural Single Family Res. Open Space	Canyons River bed Junk yard Canyons Junk yard	Open Space Zoning Screen by landscaping Open Space Screen by landscaping Industrial Park Planned Res. Dev. Design review
From Airport to Foussat Rd.	<u>North & South</u> Light industrial General commercial	<u>North & South</u> Industrial	Industrial	Industrial Park
From Foussat Rd. to El Camino Real	<u>North</u> General commercial Low density <u>South</u> Low density Medium density	<u>North</u> Heavy Commercial-Light Industrial Single Family Res. <u>South</u> General Commercial Medium Density Res.	<u>North</u> Drive-In theaters Single family <u>South</u> Commercial (trailer sales) Vacant	Screen by landscaping Screen by landscaping Design review
El Camino Real Intersection	NW: Gen. coml. NE: Gen. coml. SW: Med. den. res. SE: High density	NW: Gen. Coml. NE: Gen. Coml. SW: 2-Fam. Res. SE: Med. Den. Res.	NW: Commercial NE: Mobile Home Pk. SW: Vacant SE: Condos. & apts.	Screen by landscaping Screen by landscaping Design review
El Camino Real to Rancho del Oro	<u>North</u> General commercial Open space <u>South</u> High density Low density cluster	<u>North</u> General Commercial Neighborhood Coml. Open Space <u>South</u> General Commercial Single Family Res. Agricultural	<u>North</u> Car Wash San Luis Rey Mission <u>South</u> Vacant Agricultural	Screen by landscaping Planned Commercial Planned Commercial Planned Res. Dev.
Rancho del Oro to Murray Rd.	<u>North</u> Agricultural Low density General commercial Medium density High density <u>South</u> Low density cluster General commercial	<u>North</u> Open Space Single Family Res. Two-Family Res. Resid.-Agricultural Planned Comm. Dev. <u>South</u> Resid.-Agricultural Single Family Res. Neighborhood Coml. Two-Family Res.	<u>North</u> Duplexes <u>South</u> Fruit stands Vacant Duplexes	Planned Res. Dev. Screen by landscaping Planned Res. Dev. Planned Commercial Screen by landscaping
Murray Rd. to East City Limits	<u>North</u> Very low density Open space <u>South</u> Low density cluster Open space General commercial Medium density Very low density	<u>North</u> Scenic Park Open Space Agricultural <u>South</u> Scenic Park Open Space Planned Comm. Dev. Single Family Res. Agricultural	<u>North</u> Vacant Park site Agric.-dairy farm <u>South</u> Agricultural Vacant	Planned Res. Dev.

SCENIC DRIVE

GUAJOME
PARK

MISSION

HARBOR



MAP 2

offer interesting vistas. Once on Jefferson Street, the route heads north into the Fire Mountain area. Following Ivy Road and Avocado Road to California Street, Downs Street and finally Crouch Street, the route bisects this pleasant large lot, semi-rural residential area. Along this route, several views of the Pacific Ocean are possible.

As the traveler continues along Crouch Street, he experiences another unique area of the City where the well-established homes present comfortable neighborhoods. At Mesa Drive, the traveler turns east to follow Mesa Drive through residential areas past open, vacant hillsides where views of the San Luis Rey Valley and the Alta Loma Valley are available. It is along this route that the visitor may turn out into Buddy Todd Park and enjoy the surroundings. At the intersection of El Camino Real, the route travels south for a short distance in order to continue easterly along Mesa Drive toward the Oceanside East High School campus. This area is relatively vacant to the south, affording enjoyable views of natural coastal terrain. The route continues past the High School on Rancho del Oro descending onto the Mission San Luis Rey. As the route descends from the hills, views of the Valley, the Mission, and the open areas of Camp Pendleton are afforded.

Upon arriving at the Mission, the traveler can choose to stop and visit the Mission or to continue on the Scenic Drive. From the Mission, the route follows Mission Avenue eastward toward Guajome Regional Park. Here the route turns south onto North Santa Fe Road into County territory, east onto Osborne Street, then left onto Bautista Avenue, then left onto Ramona Drive, and finally onto Guajome Lake Road. This route takes the traveler through the Guajome Park allowing him to experience the pleasures of its open natural areas. Upon leaving the Park, the Rural Route continues easterly on Mission Avenue, crossing the Bonsall Bridge and turning left onto the eastern end of North River Road. The route then follows North River Road

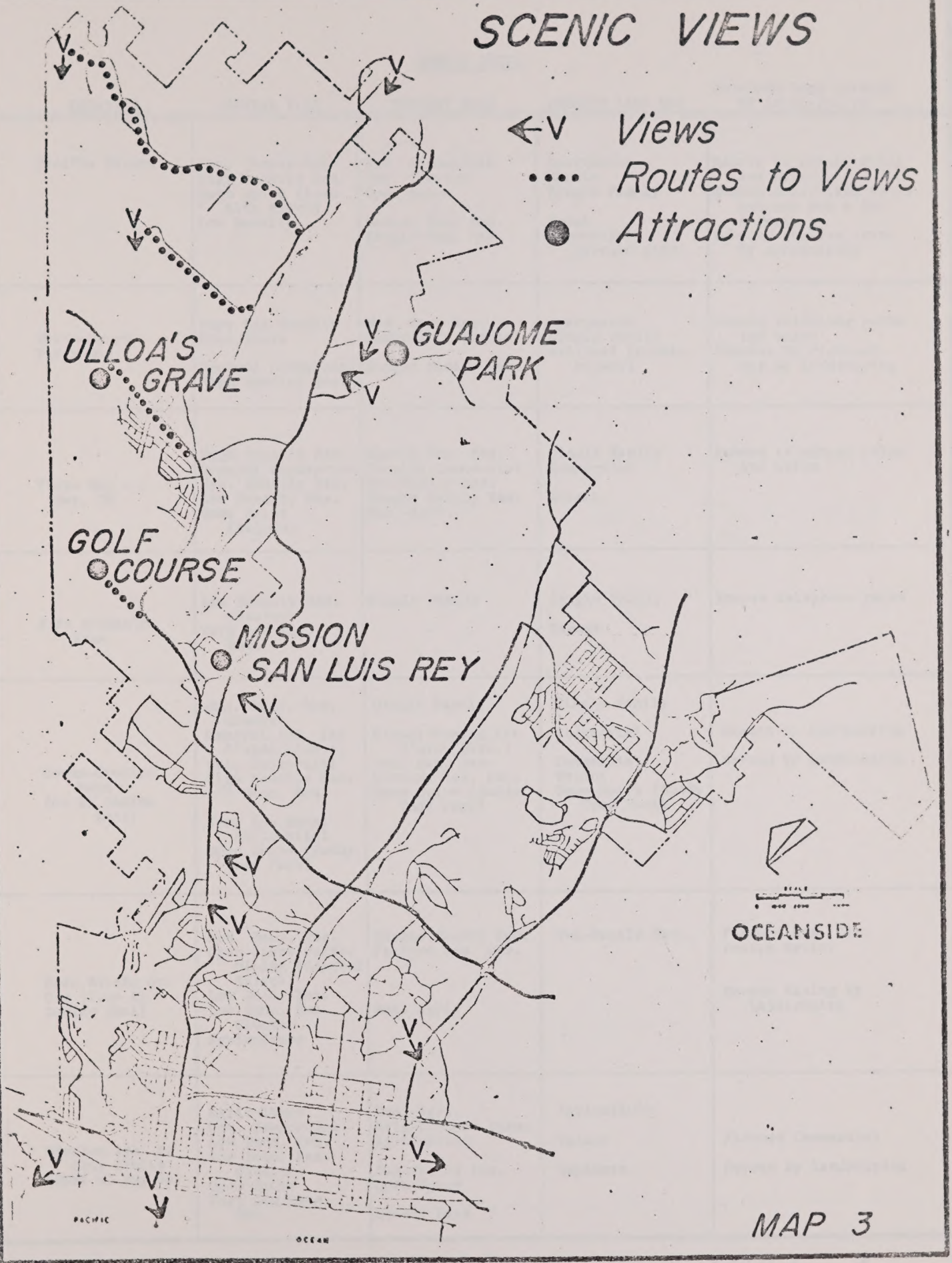
westward back to the Mission San Luis Rey. Throughout this portion of the scenic route, the traveler is in a rural area travelling parallel to the San Luis Rey River Valley and its green foliage, past agricultural areas and natural coastal hillsides. The route concludes at Heritage Park.

Scenic Views

Along the scenic route signs should be placed directing travelers to areas outside of the route where unique views are available (See Map 3). The areas of particular interest are Buddy Todd Park and its view of the Valley, Hermosa Drive, and Wilshire Road offering views of the entire San Luis Rey Valley and the Pacific Ocean, North River Road at Vandegrift Boulevard directing traffic to Ulloa's Grave, which is just off Vandegrift Boulevard, and the Oceanside Municipal Golf Course off of North River Road. Table 3 explains the land uses and controls that should be imposed along the Scenic Drive in order to enhance the scenic views and protect the significance of the route.

SCENIC VIEWS

- ←V Views
- Routes to Views
- Attractions



MAP 3

SCENIC DRIVE

LOCATION	GENERAL PLAN	PRESENT ZONE	PRESENT LAND USE	PROPOSED ZONE CHANGES OR IMPROVEMENTS
Pacific Street	Gen. Commercial High Density Res. Open Space (Loma Alta Creek) Low Density	Rec. Commercial Rec. Tourist Open Space Medium Fam. Res. Single Fam. Res.	Apartments Motels Single Family Beach Commercial (around pier)	Remove Telephone Poles and Wires Remove Chain link fence between 6th & 7th streets Enhance parkway areas by landscaping
Eaton-Myers- Vista Way	Very Low Density Open Space General Commercial High Density Res.	Med. Fam. Res. General Commercial Single Family Res.	Apartments Single Family Railroad (right- of-way)	Remove telephone poles and wires Enhance RR right-of- way by landscaping
Vista Way - Hwy. 78	High Density Res. General Commercial Med. Density Res. Low Density Res. Open Space (Lagoon)	Medium Fam. Res. General Commercial Two-Family Res. Single Family Res. Res.-Agri.	Single Family Commercial Vacant	Remove telephone poles and wires
Fire Mountain Area	Low Density Res. Cluster Very Low Den. Res.	Single Family	Single Family Vacant	Remove telephone poles
Downs-Crouch- Mesa (at El Camino Real)	Med. Dens. Res. Cluster General Ind. (at O'side Blvd.) Gen. Commercial High Density Res. Low Dens. Res. Very Low Dens. Residential Open Space (Buddy Todd Park)	Single Family Manufacturing (at O'side Blvd.) Med. Fam. Res. Planned Res. Dev. Open Space (Buddy Todd Park)	Single Family Industrial Commercial Vacant Open Space (Buddy Todd Park)	Screen by landscaping Screen by landscaping
Mesa-Rancho del Oro (from El Camino Real)	Med. Dens. Res. Open Space buffer Mining (Crystal Silica) Low Dens. Res. Low Dens. Res. Cluster Agriculture	Single Family Res. Planned Res. Dev. Res. Agri.	Two-Family Res.	Planned Res. Dev. Design Review Screen Mining by Landscaping
Mission Ave. to City Limits (Part of Hwy 76)	Agriculture Gen. Commercial Low Dens. Res. Low Dens. Res. Cluster Open Space Very Low Dens. Res.	Res.-Agri. Neighborhood Comm. Agriculture Two-Family Res. Open Space Scenic Park	Agriculture Vacant Duplexes	Planned Commercial Screen by landscaping

LOCATION

GENERAL PLAN

PRESENT ZONE

PRESENT LAND USE

PROPOSED ZONE CHANGES
OR IMPROVEMENTS

North Santa Fe
and Guajome Lake
Road

Low Dens. Res.
Cluster
Very Low Dens.
Open Space

Planned Comm. Dev.
Scenic Park
Open Space

Vacant
Agriculture
Proposed Regional
Park

North River
Road

Agriculture
Open Space
(Flood Chan.,
School Pk.)
Gen. Commercial

Agriculture
Scenic Park
Open Space (School,
Flood Chan.,
Park)

Agriculture

Vacant

Very Low Dens.
Res.
Med. Dens. Res.
Industrial Park
Low Dens. Res.

Planned Commercial
Single Fam. Res.
Two-family Res.
Res. Agri.
Gen. Commercial
Office Prof.

Single Family
Duplexes

Commercial
Mobile Hm. Pks.

Design Review

Screen by landscaping

Screen by landscaping
Screen by landscaping
Design Review

CHAPTER 5

IMPLEMENTATION

A scenic drive through the City of Oceanside is not new. The Junior Chamber of Commerce at one time designated such a route beginning in the Harbor area and terminating in Fire Mountain. Signs of this route may still be seen today.

In order to make the scenic highway programs successful, a means of creating interest in the scenic drive must be found. In order to accomplish this, the City may consider finding a sponsor from a local service group to initiate the program. This program should include a contest through the local high schools and college for the design of the scenic drive signs, and the kiosks to be located at the beginning and end of the scenic drive. Once the signs are in place, an official opening ceremony should be held with a ribbon-cutting event and motorcade along the total route. The implementation of the scenic drive should coincide with the programs of the Bicentennial Committee.

State Scenic Highways

The City should apply to the State for designation of Freeway 76 as a State Scenic Highway. Once the route is constructed, land use controls, sign controls and other protective measures should be undertaken to enhance the scenic corridor of the Scenic Highway. The City should always consider this future route when new land uses are proposed near the route that will detract from the highway's purpose.

Oceanside is scenic in nature and should remain such through the active support of its citizens to develop ways of enjoying the City's scenic qualities.

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